

iPhone 17 Pro Price in the UK: What You Need to Know in 2025

The — the newest flagship from — has drawn a lot of attention across the UK since its release. If you're considering buying it, it's important to understand what you'll pay, what you get for that price, and what options are available right now. Below we break down the official cost, storage variants, what UK retailers are offering, and how to choose the right version for you.

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Official UK price and storage options

According to Apple's UK store, the "SIM-free" iPhone 17 Pro starts at £1,099.00. That is the base price for the entry-level storage.

Depending on storage and retailer offers, the price may vary slightly. For example, one UK retailer lists the 256 GB "SIM-free" version at £1,074.99.

The iPhone 17 Pro comes in the following storage capacities:

- 256 GB
- 512 GB
- 1 TB

The higher-capacity options will cost more than the base price — that's standard for flagship-level smartphones.

What you get for the price — key specs and features

The iPhone 17 Pro packs a range of high-end features and upgrades that aim to justify its premium price.

Among the main highlights:

- 6.3-inch Super Retina XDR OLED display with 120 Hz ProMotion, Always-On, Dynamic Island and high resolution.
- All-new 48 MP "Pro Fusion" rear camera system — including main, ultra-wide and telephoto lenses — with improved zoom, video features and support for professional formats (e.g. ProRes RAW).
- A19 Pro chip under the hood, delivering very strong CPU/GPU performance, suitable for heavy tasks like video editing, gaming or AI-powered processing.
- Good battery life — able to deliver up to 31 hours of video playback on iPhone 17 Pro. Fast charging supported (e.g. 50% in about 20 minutes with a suitable adapter).
- Sturdy build: forged aluminium unibody, Ceramic Shield 2 front and back, resistance to water/dust under IP68 rating.
- Modern connectivity: 5G (sub-6 GHz), Wi-Fi 7, Bluetooth, NFC, Ultra Wideband, and full support for global network bands (UK networks included).

In short, you get a “pro-class” flagship phone — one designed not just for everyday use, but for power users, creators, power-hungry apps, and longevity.

Where and how to buy in the UK: Retailers and contract options

If you prefer to pay upfront (“SIM-free” or “unlocked”), buying directly from Apple or major UK retailers is the straightforward way. As mentioned, Apple lists the 256 GB version at £1,099. Retailers such as EE and Costco — among others — list similar prices (e.g. ~£1,074.99 for certain SIM-free variants).

Some UK networks and retailers also offer the iPhone 17 Pro on contract or with monthly payment plans. For instance, contract deals may lower the upfront cost but tie you into a plan — something worth considering if you prefer spreading payments over time.

When buying through carriers, check the “up-front vs monthly” breakdown carefully: the overall cost can be higher or similar compared to outright purchase depending on the plan terms, data allowances and potential trade-in credits offered.

Is the price worth it — who should buy iPhone 17 Pro

Whether the iPhone 17 Pro is “worth it” depends heavily on what you expect from a smartphone. If you mostly browse, use social media, email and light apps — the high price may overkill. But if you:

- Work with photo/video editing, creative software, or heavy multitasking;
- Use the phone for years and want it to stay relevant despite software updates and app demands;
- Value camera performance, display quality, speed and build quality;

...then iPhone 17 Pro makes sense. The hardware, performance, build and future-proofing justify its cost much more than lower-end or mid-range phones.

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A large iPhone 17 Pro is shown floating in a dark space with a purple and blue gradient background. The phone's screen displays a scenic landscape of a mountain peak at sunset. In the bottom right corner of the advertisement, there is a red button with the text "CLICK HERE" in white.

Bottom line: What UK buyers should know in late 2025

The iPhone 17 Pro is positioned as a top-tier flagship in the UK market, with a price tag to match. For the base 256 GB SIM-free version, expect to pay around £1,099, though individual retailers sometimes list slightly lower. Higher storage options will cost more, as usual.

For many users — especially power-users, creators or those wanting future-proof performance and longevity — this price can be justified. The feature set, including high-end display, camera system, chip performance, battery life and build quality — places it among the best smartphones available.

If you decide to buy: check whether you prefer an upfront (SIM-free) purchase or a contract plan. Compare total costs, possible trade-ins, and your own usage needs. For those who demand top performance and plan to keep the phone

several years — the iPhone 17 Pro remains a top candidate.